Please write clearly in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

Candidate signature _____
I declare this is my own work.

A-level
BUSINESS

Paper 3 Business 3

Time allowed: 2 hours

Materials
For this paper you must have:
- a calculator
- the Insert.

Instructions
- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this answer book. Cross through any work you do not want to be marked.

Information
- The marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
TOTAL	

Do not write outside the box

Answer **all** questions.

Read the **case study** in the **Insert**.

0 1 Analyse the factors affecting SSN Ltd's promotional decisions.

[12 marks]

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Extra space

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12

Do not write outside the box

0 2 Analyse how copyright may have been important to the growth of SSN Ltd.

[12 marks]

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Extra space

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12

Turn over ►

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0 3 Using information from **Appendix C** and the case study, recommend whether the use of debt factoring is a good way for SSN Ltd to improve its cash flow.

[16 marks]

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Extra space

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16

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0 4 To what extent might SSN Ltd benefit from changing its power culture to a role culture?

[16 marks]

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16

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0 5 To what extent would the reactions of SSN Ltd's stakeholders to the possible takeover be likely to lead to conflict between those stakeholders?

[20 marks]

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Extra space

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20

Do not write outside the box

0 6 ‘Without strategic planning all businesses are doomed to fail.’

To what extent do you agree with this statement?

[24 marks]

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24

END OF QUESTIONS

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There are no questions printed on this page

DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED

Do not write outside the box

Question number	**Additional page, if required.** **Write the question numbers in the left-hand margin.**

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Question number	**Additional page, if required.** **Write the question numbers in the left-hand margin.**

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Question number	**Additional page, if required.** **Write the question numbers in the left-hand margin.**
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